EDGE Rise Program Application Guide
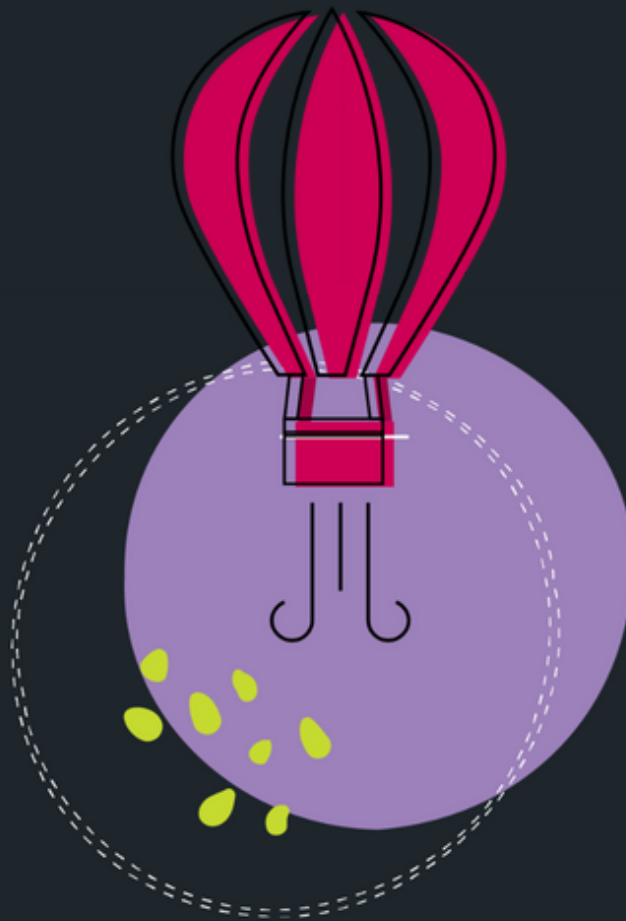
OVERVIEW OF THE PROGRAM

Rise is an 8-month cohort-based program for a small group of carefully selected founders. Participants are ready to do the work to grow their ventures at an accelerated pace. To learn more about the Rise program, please visit https://edge.sheridancollege.ca/rise/

PURPOSE

This is a guide to help you complete the Rise application form. You may want to review this before you begin your application, or keep it handy while you work on your submission. Once you start your application, you CAN save and continue to edit it later.

This guide follows the flow of questions in the application form, along with additional guidance from the EDGE team.

TECHNICAL HELP WITH THE FORM

- If you require accommodation to complete the application form or if the application process presents a barrier to your participation and you'd like to identify a more suitable way to apply, please contact us at edge.programs@sheridancollege.ca.
- If you are a part of a team that wants to participate in Rise, kindly note that only one team member or founder from the same venture needs to apply.
- You can press 'Save and Continue' to save your application and return to it later. You will be prompted to get a link to access this form if you choose to complete it later. This button will be found at the bottom of the page.
- Please press 'Submit' only once your application is final. You will not be able to edit your responses once your application has been submitted.
- Kindly use the 'Next' and 'Previous' buttons to navigate between the pages of the application to avoid technical issues.
- If you have any questions, please contact us at edge.programs@sheridancollege.ca

APPLICANT INFORMATION

1. Name (First and Last)
2. Phone Number
3. Email

The first three questions will ask for your name, phone number and email address. Please include the phone number and email address that you regularly check and can be reached at to receive updates about your application status or other program-related communications.

4. If anyone referred you to apply, please indicate here.

If someone referred you to the Rise Program, or you received information about applying in a newsletter from a partner organization, please include the name and/or organization. If you haven't been referred to the program, you can leave this question blank.

5. What's your current relationship to Sheridan?

Check all the relevant boxes that apply. This helps us figure out if there are any other Sheridan connections to the people applying to the program.

- None - No relationship to Sheridan
- Student - Currently enrolled as part-time or full-time program at Sheridan
- Alumni - Graduated as part-time or full-time student at Sheridan
- Faculty- Currently employed as a faculty member at Sheridan
- Staff - Currently employed as a staff member at Sheridan

6. What's the legal registration status of your business or organization?

Select the status that best describes your venture. If you indicate that your venture has been registered, you will be prompted to include the date on which it was registered.

NOTE: Being a registered venture, is an eligibility criterion for this program. If you aren't registered and select 'None' in the above question, the form will not let you continue your application as you aren't eligible for the program. You can contact us at edge.programs@sheridancollege.ca if you have any further questions.

7. Venture Name

Input the go-to-market name of your venture.

8. Please share a short description of your venture

Describe your venture, it's purpose and mission.

9. Website URL

Please start your URL with https://

10. List your most active social media handles (Instagram, LinkedIn, etc)

List only active social media handles. If you do not have any active social media handles please write 'None'. If required, please separate handles with a semicolon (;). For example: Instagram- @xyz ; Facebook- xyz Fashion ; LinkedIn- xyz Fashion

VENTURE INFORMATION

11. Why are you the right person/team to be building this venture?

Help us understand the experiences and skill sets that you/your team possess and what motivates you/your team to address the problem you're trying to solve with your venture.

12. What evidence do you have that there is a market need for your product/service?

Provide any supporting evidence of your value proposition and market position. You may have market research, secondary research sources, sales and other evidence that you have a viable market.

13. How does your venture earn and grow revenue?

Share the revenue model that is contributing to your venture growth. For example, you may include that you have a subscription-based membership model that generates an average monthly revenue of $x per person, or you sell online through your site and also at local tradeshows and markets in Southern Ontario, etc.

NOTE: For questions 14,15 and 16, we're getting a snapshot about the financial situation of your venture. This helps us see how far you are in the journey to create a sustainable venture – are you paying yourself or others? What's your cost revenue ratio? How much are external grants supporting your venture?

Please note: enter your answer in a number format, without any dollar signs
For example: If your revenue was $10000, please indicate '10000'.

14. What are your product/service based annual revenues?

Tell us your best estimate if you don't have current filings available.

15. How much funding have you received from external sources?

Tell us what other sources, and how much, funding might be sustaining your venture. For example, you may say you received a grant from the provincial government for 10000, won a pitch competition 5000 and got a loan from the bank for 20000.

16. What are your annual expenses?

Tell us your best estimate if you don't have current filings available.

17. What is your impact-to-date? (Describe your social, environmental or economic outcomes)

Share any details you can about your results and outcomes as a venture. Social outcomes might mean you've trained x number of newcomers in a particular trade/skill; provided living wages to employees; helped x people connect to mental health supports, etc. Environmental outcomes might be a mitigation of GHG; waste reduction; diversion of waste/materials, etc. Economic outcomes refer to contributions to economic development like job creation, sales, international investments, etc.

18. Which of the UN's Sustainable Development Goals does your venture contribute to? (Check the top 3 that apply).

Select the top 3 United Nations Sustainable Development Goals that your venture contributes to. You can refer to https://sdgs.un.org/goal to learn more about the UN SDGs.

19. Please upload an existing pitch deck or a simplified business plan/profile

Upload a key supporting document to give us more details about your venture that you think it would be important for us to understand. Kindly note that the file must have a maximum size of 8 MB.

VENTURE PRIORITIES

20. What are your top three goals for your company over the next year?

We'd like to hear more about what is important to you about your venture success. We know goals can evolve, but it's helpful for us to understand what you're trying to achieve and where you want to focus your energy in the program.

21. Which of the following services might be most meaningful to you in the coming year?

Let us know what hands-on support will be most helpful to your venture.
If you select other, then you will be asked to specify the services.

- Sales (playbook, scripts)
- Marketing (digital marketing support, social media planning)
- Grant writing
- Funding- how to access it
- Tech stack consultant/support
- Other

22. Is there anything else you would like us to know?

We're leaving you some space to tell us anything else we should know about you or your venture. Please share any additional thoughts on your challenges, interests and needs.

COMMITMENT TO THE PROGRAM

23. Please confirm that you're aware of the program expectations

We're creating a cohort-based program, and we hope that everyone can make the most of the experience. We're making sure our expectations are aligned with yours and you're aware of what it means to join the Rise program.

To proceed with the application, you are required to select all. If you have any questions or concerns, please contact us at edge.programs@sheridancollege.ca.

24. Program Fees

Rise is a paid program, priced at $999 +tax. The fees are payable in 2 installments – one at the beginning of the program, one mid-way through the program. If this fee presents a barrier to your application (for the record, we don't want to invade your privacy and we aren't judging your socioeconomic status), we often ask folks to refer to this sliding scale model to determine for themselves their financial privilege. If you're in Tier 2 or 3 – it'd make sense that you need some accommodation.

We'd like all qualified participants to be able to join this program if they can find value in this program. We do have expectations that everyone participating will make some form of a contribution.

GENERAL INFORMATION

25. How did you hear about this program?

Check all that apply – it helps us understand which of our marketing efforts are working.

NOTE: Your responses to the following questions will not affect the outcome of your application.

We're asking questions about how you identify. The reason we ask is to truly understand who we're serving and who we aren't. We have a responsibility and a strong commitment to serving a community that is representative of the one in which we reside. If it's not, we need to fix that!

The funder of this program has also requested this information from the folks we're supporting. They are using this data to see who their funding is reaching, and the federal government is interested in supporting equity deserving communities.

If you're not able or interested in responding, choose the 'Prefer not to say' option.

26. What are your preferred pronouns?

- Prefer not to say
- She/her
- He/him
- They/them
- Other

27. Check all that apply.

- Prefer not to say
- A racialized person
- An indigenous person
- 2SLGBTQ+
- A person with disability
- Woman/womxn
- A newcomer to Canada
- Living in a rural or remote location
- Low socioeconomic status

SUBMITTING YOUR APPLICATION

After completing this last section, your application will be completed. If you wish to go back and make changes, you can press "Save and Continue Later". If you're ready to submit, please press 'Submit' to complete the process. You will receive an email confirmation with a copy of your application.

WHAT NEXT

You may be contacted to meet with the EDGE team virtually to help elaborate on your responses and help us get to know you better. If you have any questions email edge.programs@sheridancollege.ca. All applicants will be notified by March 6, 2024.